

BIBLIOGRAPHY

- Abel, J. P., Buff, C. L., & Burr, S. A. (2022). Social Media and the Fear of Missing Out: Scale Development and Assessment. *Teen Mental Health: An Encyclopedia of Issues and Solutions*, 173–174.
- Adat, V., & Gupta, B. B. (2018). Security in Internet of Things: issues, challenges, taxonomy, and architecture. *Telecommunication Systems*, 67(3), 423–441. <https://doi.org/10.1007/s11235-017-0345-9>
- Adyantari, A., Nugraha, A. Y. C. D. E., & Dharomesz, V. Y. (2025). Impulsive Buying Behavior in Live Streaming Shopping Mechanism: Do Fear of Missing Out Matter? *Review of Management and Entrepreneurship*, 9(1), 32–49. <https://doi.org/10.37715/rme.v9i1.5125>
- Aggarwal, P., Jun, S., & Huh, J. (2011). Scarcity messages: A consumer competition perspective. *Journal of Advertising*, 40(3), 19–30. <https://doi.org/10.2753/JOA0091-3367400302>
- Ahmed, R. R., Streimikiene, D., Rolle, J. A., & Duc, P. A. (2020). The COVID-19 pandemic and the antecedents for the impulse buying behavior of US citizens. *Journal of Competitiveness*, 12(3), 5–27. <https://doi.org/10.7441/joc.2020.03.01>
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability (Switzerland)*, 10(2). <https://doi.org/10.3390/su10020352>
- Anpel Rizaldy, S. (2023). Recognize The Fierce Competition. *International Research Journal Of Business Studies*, 16(1), 1–10.
- Cahyoroni, A., & Rusfian, E. Z. (2011). The Effect of Packaging Design on Impulsive Buying. *Journal of Administrative Science & Organization*, 18(1), 11–21. <http://download.portalgaruda.org/article.php?article=7425&val=544&title=Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya>
- Cengiz, H., & Şenel, M. (2024). The effect of perceived scarcity on impulse-buying tendencies in a fast fashion context: A mediating and multigroup analysis. *Journal of Fashion Marketing and Management*, 28(3), 405–425. <https://doi.org/10.1108/JFMM-03-2023-0082>
- Chen, B., Wang, L., Rasool, H., & Wang, J. (2022). Research on the Impact of Marketing Strategy on Consumers' Impulsive Purchase Behavior in Livestreaming E-commerce. *Frontiers in Psychology*, 13(June). <https://doi.org/10.3389/fpsyg.2022.905531>

- Coller, X., Cordero, G., & Echavarren, J. M. (2017). Human resource management: A contemporary approach. In *Political Power in Spain: The Multiple Divides between MPs and Citizens*.
- Doan, T. N. Q., & Lee, H. T. (2023). Relationships between FoMO, Flow, and Impulse Purchase: Focusing on TikTok Social-commerce Platform. *Journal of Distribution Science*, 21(11), 91–101. <https://doi.org/10.15722/jds.21.11.202311.91>
- Ercis, A., Deligoz, K., & Mutlu, M. (2020). Öğrencilerin FoMO ve Plansız Satın Alma Davranışları Üzerine Bir Uygulama. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 219–243. <https://doi.org/10.16951/atauniiibd.772544>
- Fai, K., Sonia, L., Diew, Y., & Wang, X. (2020). *Since January 2020 Elsevier has created a COVID-19 resource centre with free information in English and Mandarin on the novel coronavirus COVID- 19 . The COVID-19 resource centre is hosted on Elsevier Connect , the company ' s public news and information . January.*
- Febriyanti, P. A. T., Yanthi, N. P. D., Devi, I. G. A. P. J. S., & Kusumasari, N. M. I. (2025). The Role Of Fear Of Missing Out (Fomo) In Mediating The Effect Of Scarcity Perception On Impulse Buying. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, 5(1), 56–64. <https://doi.org/10.55606/jaemb.v5i1.5722>
- Ghozali, I. (2015). *Partial Least Squares Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.0*. Universitas Diponegoro.
- Good, M. C., & Hyman, M. R. (2020). ‘Fear of missing out’: antecedents and influence on purchase likelihood. *Journal of Marketing Theory and Practice*, 28(3), 330–341. <https://doi.org/10.1080/10696679.2020.1766359>
- Gujarati, D. N. (2003). *Basic Econometric* (4th Editio). Gary Burke.
- Gupta, S., & Gentry, J. W. (2019). ‘Should I Buy, Hoard, or Hide?’- Consumers’ responses to perceived scarcity. *International Review of Retail, Distribution and Consumer Research*, 29(2), 178–197. <https://doi.org/10.1080/09593969.2018.1562955>
- Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., Hill, R., John, D. R., Mittal, C., O’Guinn, T., Piff, P., Roux, C., Shah, A., & Zhu, M. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47(3), 532–550. <https://doi.org/10.1007/s11747-018-0604-7>
- Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL Smart PLS. *Journal of Physics A: Mathematical and Theoretical*, 450.
- Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59(October 2020), 102357. <https://doi.org/10.1016/j.jretconser.2020.102357>

- Japariato, E., & Monika, Y. (2020). Pengaruh Hedonic Shopping Value terhadap Impulse Buying dengan Shopping Lifestyle sebagai Moderator pada Online Shop Chocochips. *Jurnal Manajemen Pemasaran*, 1–10. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/10146%0Ahttps://publication.petra.ac.id/index.php/manajemen-pemasaran/article/download/10146/9080>
- Kiyimalioglu, A., Ozbuk, R. M. Y., Unal, D. A., Dirlik, O., & Akar, N. (2024). Unpacking Sustainable Packaging Through the Stimulus-Organism-Response Model: A Systematic Literature Review. *SAGE Open*, 14(4), 1–23. <https://doi.org/10.1177/21582440241302320>
- Ku, H.-H., Kuo, C.-C., & Kuo, T.-W. (2012). The Effect of Scarcity on the Purchase Intentions of Prevention and Promotion Motivated Consumers. *Psychology & Marketing*, 29(8), 541–548. <https://doi.org/10.1002/mar>
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Liang, S., Ye, D., & Liu, Y. (2021). The Effect of Perceived Scarcity: Experiencing Scarcity Increases Risk Taking. *Journal of Psychology: Interdisciplinary and Applied*, 155(1), 59–89. <https://doi.org/10.1080/00223980.2020.1822770>
- Liu, Y., Wu, B., & Deng, X. (2025). Unveiling Luxury Consumption Intention in Scarcity: The Role of Locus of Control and Economic Mobility Perceptions. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1). <https://doi.org/10.3390/jtaer20010033>
- Martiza, S. R., & Hadi, E. D. (2025). *Why Do K-Pop Fans Buy Impulsively? A Study on Perceived Scarcity, FOMO, and Self-Control*. 10, 299–316.
- Norris, A. H., Rao, N., Huber-Krum, S., Garver, S., Chemey, E., & Norris Turner, A. (2019). Scarcity mindset in reproductive health decision making: a qualitative study from rural Malawi. *Culture, Health and Sexuality*, 21(12), 1333–1348. <https://doi.org/10.1080/13691058.2018.1562092>
- Obukhovich, S., Sipilä, J., & Tarkiainen, A. (2024). Post-purchase effects of impulse buying: A review and research agenda. *Journal of Consumer Behaviour*, 23(3), 1512–1527. <https://doi.org/10.1002/cb.2287>
- Özen, H., & Hus, S. (2025). Digital Triggers: The Influence of Fomo and Social Media Addiction on Impulsive Buying and Regret. *The Lancet Pschch*, 1–35. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5091437
- Parveen, H., Ajina, A. S., Habbas, N. S. M., Al-Faryan, M. A. S., & Khaled, A. S. D. (2022). Buy now or regret later: Social media-induced panic buying of medical supplies during COVID-19. *Innovative Marketing*, 18(3), 197–206. [https://doi.org/10.21511/im.18\(3\).2022.17](https://doi.org/10.21511/im.18(3).2022.17)
- Pasaribu, L. O., & Dewi, C. K. (2015). Pengaruh Hedonic Shopping Motivation

- Terhadap Impulse Buying Pada Toko Online: Studi Pada Toko Online Zalora. *Bina Ekonomi*, 19(2), 159–169.
- Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2), 170–183. <https://doi.org/10.54099/ijebm.v1i2.374>
- Prasetya, A., & Rahardjo, S. T. (2016). Analisis Pengaruh Ketersediaan Uang Dan Waktu, Lingkungan Toko, Nilai Belanja Hedonis, Dan Emosi Positif Terhadap Pembelian Tak Terencana. *Diponegoro Journal of Management*, 5, 1–11.
- Prawira, N. A., & Sihombing, S. O. (2021). Predicting the Relationship Between Scarcity and Serendipity Information Toward Impulse Buying Behavior: Hedonic Shopping Values As Moderator Variables. *ASEAN Marketing Journal*, 13(1). <https://doi.org/10.21002/amj.v13i1.13216>
- Primanto, A. B., & Rahmawati, R. (2021). The Antecedents of Impulse Buying Behavior During Covid-19 Pandemic: Revealing the Role of Panic Buying, Government Stimulus, Perceived Scarcity, and Fear Appeals. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, 14(3), 230. <https://doi.org/10.20473/jmtt.v14i3.29886>
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Rahma, S. A., & Ridanasti, E. (2023). The Impact Of Marketing Strategy On Consumer's Impulsive Buying Behavior On Tiktok Live. *International Journal of Science*, 4(2), 439–455. <http://ijstm.inarah.co.id439>
- Rahmawati, R., & Primanto, A. B. (2021). Exploring the Determinant Factors of Impulsive Buying Behavior during the COVID-19 Pandemic among Indonesian Consumers. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(2), 303. <https://doi.org/10.24252/minds.v8i2.23560>
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulsive Buying Behavior of Consumers. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2021.697080> Factors
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>
- Rosdiana, Wirawan, S., Hartika, A., Aji, S., Febriantika, Nayoan, C., Arisanti, D., Trisilawati, R., & Simanjuntak, R. (2023). Penerapan Strategi Perubahan Perilaku. In Oktavianis & N. Sulung (Eds.), *Get Press Indonesia* (Issues 1–171). GET PRESS INDONESIA.
- Rosely, N., & Ali, S. Fr. S. (2023). a Challenge Towards Sustainable Fashion

- Consumption: Fast Fashion and Impulsive Purchase Behaviour. *International Journal of Accounting, Finance and Business (IJAFB)*, January, 1–14. <https://doi.org/10.55573/IJAFB.084707>
- Salsabila, A. S., Santoso, A., & Widhianingrum, W. (2023). Antecedents and Consequences of Impulse Buying Consumer on Tiktok Shop. *Ekonomis: Journal of Economics and Business*, 7(1), 653. <https://doi.org/10.33087/ekonomis.v7i1.1002>
- Santini, F. D. O., Ladeira, W. J., Vieira, V. A., Araujo, C. F., & Sampaio, C. H. (2019). Antecedents and consequences of impulse buying: a meta-analytic study. *RAUSP Management Journal*, 54(2), 178–204. <https://doi.org/10.1108/RAUSP-07-2018-0037>
- Şeker, A. (2022). Tüketicilerde FOMO’yu (fear of missing out) tetikleyen faktörler ve satın alma davranışlarına etkisi. *Adıyaman Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 41, 172–206.
- Siboro, S. F., Siregar, O., & Sugeng, I. S. (2024). *The Effect Of Trust As A Mediating Variable Of Social Media And E- Service Marketing On Purchase Decisions At Tiktok Shop*. 13(03), 821–829.
- Son, J., & Yoon, H. J. (2024). Revisiting a Popular Retailing Strategy in a New Retail Context: The Backfiring Effects of Creating a Perception of Scarcity. *Journal of Distribution Science*, 21(12), 59–69. <https://doi.org/10.15722/jds.22.12.202412.59>
- Sung, B., Hatton-Jones, S., Teah, M., Cheah, I., & Phau, I. (2021). Shelf-based scarcity as a cue of luxuriousness: an application of psychophysiology. *European Journal of Marketing*, 55(2), 497–516. <https://doi.org/10.1108/EJM-06-2018-0418>
- Taruli, Y. M., & Palumian, Y. (2022). Pengaruh Hedonic Shopping Value Terhadap Continued Usage Intention Melalui Customer Satisfaction Pada Pelanggan Online Marketplace Di Jawa Timur. *Jurnal AGORA*, 10(1), 5.
- Wahyuni, R. S., & Setyawati, H. A. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 144–154. <https://doi.org/10.32639/jimmba.v2i2.457>
- Wood, M. (1998). Socio-economic status, delay of gratification, and impulse buying. *Journal of Economic Psychology*, 19(3), 295–320. [https://doi.org/10.1016/S0167-4870\(98\)00009-9](https://doi.org/10.1016/S0167-4870(98)00009-9)
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information and Management*, 58(1). <https://doi.org/10.1016/j.im.2020.103283>
- Xu, X., Wu, J. H., Chang, Y. T., & Li, Q. (2019). The investigation of hedonic

consumption, impulsive consumption and social sharing in e-commerce live-streaming videos. *Proceedings of the 23rd Pacific Asia Conference on Information Systems: Secure ICT Platform for the 4th Industrial Revolution, PACIS 2019*.

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.

Yoga, I. M. S., Sistadyani, N. P. I., Sharah Patricia, R., Rani Yulianti, D., & Basmantra, I. N. (2022). Indonesian consumers' emotional and psychological factors in the nexus of fear of missing out (FOMO). *BISMA (Bisnis Dan Manajemen)*, 14(2), 144–159. <https://doi.org/10.26740/bisma.v14n2.p144-159>

Yu, C., & Bastin, M. (2010). Hedonic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China marketplace. *Journal of Brand Management*, 18(2), 105–114. <https://doi.org/10.1057/bm.2010.32>

Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2021). The impact of scarcity of medical protective products on chinese consumers' impulsive purchasing during the covid-19 epidemic in china. *Sustainability (Switzerland)*, 13(17). <https://doi.org/10.3390/su13179749>

Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers' Impulse Buying Based on the S-O-R Theory. *Frontiers in Psychology*, 13(June), 1–9. <https://doi.org/10.3389/fpsyg.2022.792419>

Zhang, K. Z. K., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: the role of browsing and impulsiveness. In *Internet Research* (Vol. 28, Issue 3). <https://doi.org/10.1108/IntR-12-2016-0377>